

Message Text

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41

ACTION EB-07

INFO OCT-01 AF-06 ISO-00 CIAE-00 COME-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 SP-02 L-03 /049 W

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R 201742Z FEB 76

FM AMEMBASSY ABIDJAN

TO SECSTATE WASHDC 7203

UNCLAS ABIDJAN 1748

E.O. 11652: N/A

TAGS: BEXP, XA

SUBJECT: PROJECTED FY 1977 TRADE PROMOTION

SCHEDULE AFRICA

REF: STATE 033113

1. POST ENTHUSIASTICALLY ENDORES TRADE PROMOTIONS SHOWS OUTLINED REFTEL, IVORIAN MARKET POTENTIAL FOR ALL PROPOSED ACTIVITIES IS CLEARLY EVIDENT. SOME SLIGHT ADJUSTMENTS IN TIMING FOR IVORY COAST SHOULD BE CONSIDERED AS FOLLOWS: JUNE 1977 TECHNICAL SALES SEMINAR ON ENERGY SYSTEMS SHOULD BE PLANNED FOR VERY EARLY JUNE OR IF POSSIBLE LATE MAY GIVEN SUMMER HOLIDAY SCHEDULE. INTEGRATED AGRIBUSINESS TECHNICAL SALES SEMINAR SCHEDULED FOR SEPTEMBER 1977 SHOULD ARRIVE IN ABIDJAN LATE SEPTEMBER OR EARLY OCTOBER FOR BEST POSSIBLE ATTENDANCE.

2. TECHNICAL SALES SEMINARS ARE MOST VALUABLE TO THIS MARKET AND POST WHOLEHEARTEDLY SUPPORTS THE USE OF THIS TRADE PROMOTION ACTIVITY, BUT COST OF SIMULTANEOUS INTERPRETATION FOR SEMINAR SESSIONS MUST BE INCLUDED IN BUDGET PLANNING (UNLESS PARTICIPANT FIRMS REPRESENTATIVES FLUENT IN FRENCH) AS THIS IS ONLY WAY TO ASSURE EFFECTIVE PRESENTATION. FYI: COST OF SIMULTANEOUS INTERPRETER AVERAGES ABOUT \$300-350 PER DAY AND NO RPT NO UNCLASSIFIED

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INDIVIDUALS OBTAINABLE LOCALLY. TWO INTERPRETERS

WOULD BE PREFERABLE GIVEN PAST EXPERIENCE AND
ARRANGEMENTS WOULD HAVE TO BE MADE TO BRING SUCH
PEOPLE IN FROM EITHER THE U.S. OR EUROPE. TRAVEL
WOULD ALSO BE BORNE BY SEMINAR BUDGET. THIS ISSUE IS
CRITICAL HOWEVER TO EFFECTIVNESS OF ACTIVITY. END FYI. SMITH

NOTE BY OC/T: REFTEL BELIEVED TO BE INCORRECT.

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NNN

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